

## Message Text

UNCLASSIFIED

PAGE 01 MEXICO 10160 050153Z

64

ACTION ARA-10

INFO OCT-01 ISO-00 CIAE-00 DODE-00 INR-07 NSAE-00 PA-02

RSC-01 PRS-01 SP-02 CU-04 EB-07 COME-00 /035 W

----- 084025

R 042137Z DEC 74

FM AMEMBASSY MEXICO

TO USIA WASHDC

INFO SECSTATE WASHDC 5077

UNCLAS MEXICO 10160

USIAC

E.O. 11652: N/A

SUBJ: INAUGURATION OF NEW MEXICAN GOVERNMENT-OWNED TV AND  
RADIO FACILITIES

1. ALL PAPERS TODAY REPORT PRESIDENT ECHEVERRIA'S INAUGURATION OF THREE NEW GOVERNMENT-OWNED TELEVISION STUDIOS AND RADIO FACILITIES THAT WILL PERMIT THE GOVERNMENT TO FULLY UTILIZE ITS 12.5 PER CENT OF TOTAL PROGRAMMING IN ALL CHANNELS AND 'COMPETE WITH PRIVATE TELEVISION'.

2. THE STUDIOS ARE LOCATED IN TWO MOVIE FORUMS AT THE CHURUBISCO STUDIES, ALSO GOVERNMENT-OWNED. FACILITIES FOR RADIO MEXICO ARE ALSO IN CHURUBUSCO WITH GREATER AND MORE POWERFUL POTENTIAL.

3. COMMENTING ON A PREVIOUS STATEMENT THAT TELEVISION PRODUCES ISOLATION PRESIDENT ECHEVERRIA IS QUOTED AS SAYING: "IT IS NOT THE MEDIUM THAT PRODUCES A LACK OF COMMUNICATION. IT IS THE WAY IT IS USED. IN GENERAL, IT DOES NOT EXPRESS HIGH AND INTRINSIC HUMAN VALUES....AS LONG AS TELEVISION DOES NOT REFLECT THE CULTURAL AND EDUCATIONAL CONTENT THAT OUR PEOPLE NEED IT WILL CONTINUE TO BE A MEDIUM THAT, INSTEAD OF COMMUNICATING, ISOLATES MAN....IT IS NECESSARY TO GIVE RADIO AND TELEVISION A NEW IMPULSE AS WE ARE NOW DOING IN ORDER TO INCREASE THE PROPORTION OF SOCIAL AND CULTURAL CONTENT."

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MEXICO 10160 050153Z

4. THE PRESIDENT SAID THERE WON'T BE CHANGES TO THE RADIO AND TELEVISION LAW, BUT RADIO BROADCASTING SUBSECRETARY MIGUEL ALVAREZ ACOSTA SAID THE GOVERNMENT WILL NOW PUSH TO GET ITS FULL 12.5 PERCENT OF TOTAL PROGRAMMING TIME IN EACH STATION. THERE WON'T BE ANY MORE PRORATING THE 12.5 PER CENT AMONG THE DIFFERENT CHANNELS.

5. ALVAREZ IS QUOTED AS SAYING: "THE NEXT STEP WILL BE TO ENFORCE THE LAW AND OBTAIN THE NECESSARY AMOUNTS OF TIME. THIS TIME WON'T BE USED IN SPECTACULAR, EXPENSIVE OR IMPRESSING PRODUCTIONS. IT WILL BE USED IN WELL THOUGHT-OUT, WELL REALIZED WORKS USING NEW METHODS OF ILLUSTRATION AND INFORMATION THAT WILL GRADUALLY CHANGE THE MENTALITY OF THE AUDIENCE SO THAT BY ITS OWN DECISION IT WILL CHANGE ITS PREFERENCES TOWARDS OTHER SOURCES."

6. ALVAREZ SAID THE GOVERNMENT'S MEXICAN CULTURAL TELEVISION SYSTEM IS NOW BROADCASTING 300 HOURS OF PROGRAMMING EACH MONTH THROUGH 50 REPEATING STATIONS COVERING MOST OF THE COUNTRY. THIS COMPARES TO ONLY 1 HOUR IN 1971. SOME PROGRAMS ARE TAKEN FROM COMMERCIAL TELEVISION AND ADVERTISEMENTS ARE ALSO INCLUDED. IN AREAS NOT REACHED BY THE GOVERNMENT'S MICROWAVE SYSTEM, VIDEO-CASETTES ARE BEING PROVIDED. ALVAREZ SAID THE GOVERNMENT PLANS TO USE THE SYSTEM TO SPREAD MORE INFORMATION ON CORP IMPROVEMENT, LOANS AND HEALTH EDUCATION.

7. COMMENT: THE NEW FACILITIES GREATLY ENLARGE THE GOVERNMENT'S TELEVISION PRODUCTION CAPACITY BUT THE KEY ELEMENT WILL CONTINUE TO BE TALENT AND MONEY. ALTHOUGH THE PRESIDENT ANNOUNCED THAT THE RADIO BROADCASTING SUBSECRETARIAT'S BUDGET WILL BE INCREASED NEXT JANUARY HE DID NOT GIVE A SPECIFIC AMOUNT. ONLY WHEN THE FIGURES ARE RELEASED WILL IT BE POSSIBLE TO DETERMINE TO WHAT EXTENT THE GOVERNMENT'S REAL PRODUCTION CAPACITY HAS INCREASED. WITH THE THREE NEW TELEVISION CHANNELS AT CHURUBUSCO, PLUS FOUR STUDIOS AT CHANNEL 13 AND TWO NATION-WIDE REPEATING SYSTEMS (ONE FROM THE SUBSECRETARIAT, ONE FROM CHANNEL 13) THE GOVERNMENT HAS AT LEAST HALF THE CAPACITY OF THE PRIVATE TELEVISION SYSTEM WHICH IS MADE UP OF CHANNELS 2,4,5 AND 8. ALVAREZ ACOSTA ALSO SHARPLY CRITICIZED UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MEXICO 10160 050153Z

THE "TELENOVELAS" (MANY OF THEM FROM VENEZUELA AND OTHER LATIN COUNTRIES) AS "REPULSIVE TO THE INTELLECTUAL COMMUNITY" AND "WHOSE TRUCULENCE SOMETIMES LEAD TO FAMILY CONFLICTS". SINCE PRIVATE TELEVISION HAD USED TELENOVELAS TO REPLACE 37 BANNED US TELEVISION SERIES, THIS MIGHT INDICATE THAT THE GOVERNMENT MIGHT MOVE AGAINST 'TELENOVELAS' NOW PUTTING AN ENORMOUS PRESSURE ON PRIVATE CHANNELS TO TREMENDOUSLY INCREASE LOCAL PRODUCTION (AT TREMENDOUS COSTS) FOLLOWING GOVERNMENT

GUIDELINES OR LEAVE A GREATER AMOUNT OF TIME FOR GOVERNMENT-  
PRODUCED OR SPONSORED SERIES. SOME PROGRAMMING TIME COULD BE  
FILLED WITH TELEVISION MATERIAL FROM EASTERN EUROPE, SINCE THE  
MEXICAN GOVERNMENT RECENTLY CONCLUDED A TV PROGRAM EXCHANGE  
AGREEMENT WITH THE SOVIET UNION, EAST GERMANY, ROMANIA,  
CZECHOSLOVAKIA AND HUNGARY.  
CARTER

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** RADIO BROADCASTING, TELEVISION BROADCASTING, STATE ENTERPRISES  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 04 DEC 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1974MEXICO10160  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D740352-0644  
**From:** MEXICO  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1974/newtext/t19741261/aaaacall.tel  
**Line Count:** 122  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION ARA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 3  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** golinofr  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 09 OCT 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <09 OCT 2002 by ReddocGW>; APPROVED <28-Oct-2002 by golinofr>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** INAUGURATION OF NEW MEXICAN GOVERNMENT-OWNED TV AND RADIO FACILITIES  
**TAGS:** SCUL, EINV, MX  
**To:** USIA  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005